Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1.   (Currently Amended) A display device comprising:

a display;

a display controller;

a first means for dividing one frame period into a plurality of subframe periods and setting one of lighting and non-lighting to each of the plurality of subframe periods, and for expressing n-bits gradation (n is a natural number of two or more) in accordance with a total lighting time during the one frame period; and

a second means not for dividing one frame period into a plurality of subframe periods, for setting one of lighting and non-lighting to the one frame period, for expressing 1-bit gradation in accordance with a total lighting time during the one frame period[[,]] and for having a longer frame period as compared to the one frame period for expressing n-bits gradation for operating the display with a lower clock frequency and a lower driving voltage than the first means,

wherein the first and second means are controlled by the display controller.

2.   (Currently Amended) A display device comprising:

a display;

a display controller;

a first means for dividing one frame period into a plurality of subframe periods and setting one of lighting and non-lighting to each of the plurality of subframe periods, and for expressing n-bits gradation (n is a natural number of two or more) in accordance with a total lighting time during the one frame period; and

a second means not for dividing one frame period into a plurality of subframe periods, for setting one of lighting and non-lighting to the one frame period, for expressing 1-bit gradation in accordance with a total lighting time during the one frame period, [[and]] for having a longer

frame period as compared to the one frame period for expressing n-bits gradation and for operating the display with a lower clock frequency ~~and a lower driving voltage~~ than the first means,

wherein the first and second means are controlled by the display controller.

3.   (Original) A display device according to claim 1,

wherein the display device further comprises a frame memory;

n-bits data (n is a natural number of two or more) is written and read out to perform a display operation in the first means; and

1-bit data is written and read out to perform a display operation in the second means.

4.   (Original) A display device according to claim 2,

wherein the display device further comprises a frame memory;

n-bits data (n is a natural number of two or more) is written and read out to perform a display operation in the first means; and

1-bit data is written and read out to perform a display operation in the second means.

5.   (Original) A display device according to claim 1,

wherein the display device further comprises a light emitting element for each pixel;

a specific voltage is applied to the light emitting element; and

a voltage applied to the light emitting element in the first means is higher than a voltage applied to the light emitting element in the second means.

6.   (Original) A display device according to claim 2,

wherein the display device further comprises a light emitting element for each pixel;

a specific voltage is applied to the light emitting element; and

a voltage applied to the light emitting element in the first means is higher than a voltage applied to the light emitting element in the second means.

7.   (Original) A display device according to claim 1,

wherein the display device further comprises a light emitting element for each pixel;

a specific current is supplied to the light emitting element; and

a current supplied to the light emitting element in the first means is larger than a current supplied to the light emitting element in the second means.

8. (Original) A display device according to claim 2,

wherein the display device further comprises a light emitting element for each pixel;

a specific current is supplied to the light emitting element; and

a current supplied to the light emitting element in the first means is larger than a current supplied to the light emitting element in the second means.

9. (Original) A display device according to claim 1,

wherein the one frame period of the first means is composed of three periods of a write-in period, a display period, and an erasing period.

10. (Original) A display device according to claim 2,

wherein the one frame period of the first means is composed of three periods of a write-in period, a display period, and an erasing period.

11. (Original) A display device according to claim 1,

wherein the display controller operates at a lower voltage in the second means as compared to in the first means.

12. (Original) A display device according to claim 2,

wherein the display controller operates at a lower voltage in the second means as compared to in the first means.

13. (Currently Amended) A display device comprising:

a display;

a display controller;

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a first means for dividing one frame period into a plurality of subframe periods and setting one of lighting and non-lighting to each of the plurality of subframe periods, and for expressing n-bits gradation (n is a natural number of two or more) in accordance with a total lighting time during the one frame period; and

a second means not for dividing one frame period into a plurality of subframe periods, for [[and]] setting one of lighting and non-lighting to ~~each of the plurality of subframe periods~~ the one frame period, for expressing [[m-bits]] 1-bit gradation ~~(m is a natural number less than n)~~ in accordance with a total lighting time during the one frame period, for having a longer frame period as compared to the one frame period for expressing n-bits gradation and for operating the display at ~~a lower clock frequency and~~ a lower driving voltage than the first means,

wherein the first and second means are controlled by the display controller.

14.   (Currently Amended) A display device according to claim 13,

wherein the display device further comprises a frame memory;

n-bits data (n is a natural number of two or more) is written and read out to perform a display operation in the first means; and

[[m-bits]] 1-bit data ~~(m is a natural number less than n)~~ is written and read out to perform a display operation in the second means.

15.   (Original) A display device according to claim 13,

wherein the display device further comprises a light emitting element for each pixel;

a specific voltage is applied to the light emitting element; and

a voltage applied to the light emitting element in the first means is higher than a voltage applied to the light emitting element in the second means.

16.   (Original) A display device according to claim 13,

wherein the display device further comprises a light emitting element for each pixel;

a specific current is supplied to the light emitting element; and

a current supplied to the light emitting element in the first means is larger than a current supplied to the light emitting element in the second means.

17.   (Original) A display device according to claim 13,

wherein the one frame period of the first means is composed of three periods of a write-in period, a display period, and an erasing period.

18.   (Canceled).

19.   (Original) A display device according to claim 13,

wherein the display controller operates at a lower voltage in the second means as compared to in the first means.

20.   (Currently Amended) A method of driving a display device having a display and a display controller,

comprising:

a first display mode for dividing one frame period into a plurality of subframe periods and setting one of lighting and non-lighting to each of the plurality of subframe periods, and for expressing n-bits gradation (n is a natural number of two or more) in accordance with a total lighting time during the one frame period; and

a second display mode not for dividing one frame period into a plurality of subframe periods, [[and]] for setting one of lighting and non-lighting to the one frame period, for expressing 1-bit gradation in accordance with a total lighting time during the one frame period[[,]] and for having a longer frame period than the first display mode for operating the display at a lower clock frequency and a lower driving voltage than the first display mode,

wherein the first and second display modes are controlled by the display controller.

21.   (Currently Amended) A method of driving a display device having a display and a display controller, comprising:

a first display mode for dividing one frame period into a plurality of subframe periods and setting one of lighting and non-lighting to each of the plurality of subframe periods, and for

expressing n-bits gradation (n is a natural number of two or more) in accordance with a total
lighting time during the one frame period; and

a second display mode not for dividing one frame period into a plurality of subframe
periods, for setting one of lighting and non-lighting to the one frame period, for expressing 1-bit
gradation in accordance with a total lighting time during the one frame period, [[and]] for having
a longer frame period than the first display mode and for operating the display at a lower clock
frequency and a lower driving voltage than the first display mode,

wherein the first and second display modes are controlled by the display controller.

22.   (Original) A method of driving a display device according to claim 20,
wherein the display device further comprises a frame memory;
n-bits data (n is a natural number of two or more) is written and read out to perform a
display operation in the first display mode; and
1-bit data is written and read out to perform a display operation in the second display
mode.

23.   (Original) A method of driving a display device according to claim 21,
wherein the display device further comprises a frame memory;
n-bits data (n is a natural number of two or more) is written and read out to perform a
display operation in the first display mode; and
1-bit data is written and read out to perform a display operation in the second display
mode.

24.   (Original) A method of driving a display device according to claim 20,
wherein the display device further comprises a light emitting element for each pixel;
a specific voltage is applied to the light emitting element; and
a voltage applied to the light emitting element in the first display mode is higher than a
voltage applied to the light emitting element in the second display mode.

25.   (Original) A method of driving a display device according to claim 21,

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wherein the display device further comprises a light emitting element for each pixel;

a specific voltage is applied to the light emitting element; and

a voltage applied to the light emitting element in the first display mode is higher than a voltage applied to the light emitting element in the second display mode.

26.   (Original) A method of driving a display device according to claim 20,

wherein the display device further comprises a light emitting element for each pixel;

a specific current is supplied to the light emitting element; and

a current supplied to the light emitting element in the first display mode is larger than a current supplied to the light emitting element in the second display mode.

27.   (Original) A method of driving a display device according to claim 21,

wherein the display device further comprises a light emitting element for each pixel;

a specific current is supplied to the light emitting element; and

a current supplied to the light emitting element in the first display mode is larger than a current supplied to the light emitting element in the second display mode.

28.   (Original) A method of driving a display device according to claim 20,

wherein the first display mode is composed of three periods of a write-in period, a display period, and an erasing period.

29.   (Original) A method of driving a display device according to claim 21,

wherein the first display mode is composed of three periods of a write-in period, a display period, and an erasing period.

30.   (Original) A method of driving a display device according to claim 20,

wherein the display controller operates at a lower voltage in the second display mode as compared to in the first display mode.

31.   (Original) A method of driving a display device according to claim 21,

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wherein the display controller operates at a lower voltage in the second display mode as compared to in the first display mode.

32. (Currently Amended) A method of driving a display device having a display and a display controller, comprising:

a first display mode for dividing one frame period into a plurality of subframe periods and setting one of lighting and non-lighting to each of the plurality of subframe periods, and for expressing n-bits gradation (n is a natural number of two or more) in accordance with a total lighting time during the one frame period; and

a second display mode ~~not~~ for dividing one frame period into a plurality of subframe periods and setting one of lighting and non-lighting to ~~each of the plurality of subframe periods~~ the one frame period, for expressing [[m-bits]] 1-bit gradation ~~(m is a natural number less than n)~~ in accordance with a total lighting time during the one frame period, for having a longer frame period than the first display mode and for operating the display at ~~a lower clock frequency and~~ a lower driving voltage than the first display mode,

wherein the first and second display modes are controlled by the display controller.

33. (Original) A method of driving a display device according to claim 32,

wherein the display device further comprises a frame memory;

n-bits data (n is a natural number of two or more) is written and read out to perform a display operation in the first display mode; and

1-bit data is written and read out to perform a display operation in the second display mode.

34. (Original) A method of driving a display device according to claim 32,

wherein the display device further comprises a light emitting element for each pixel;

a specific voltage is applied to the light emitting element; and

a voltage applied to the light emitting element in the first display mode is higher than a voltage applied to the light emitting element in the second display mode.

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35. (Original) A method of driving a display device according to claim 32,

wherein the display device further comprises a light emitting element for each pixel;

a specific current is supplied to the light emitting element; and

a current supplied to the light emitting element in the first display mode is larger than a current supplied to the light emitting element in the second display mode.

36. (Original) A method of driving a display device according to claim 32,

wherein the first display mode is composed of three periods of a write-in period, a display period, and an erasing period.

37. (Canceled).

38. (Original) A method of driving a display device according to claim 32,

wherein the display controller operates at a lower voltage in the second display mode as compared to in the first display mode.

39. (Original) A display device according to claim 1, wherein the display device is used in an electronic equipment selected from the group consisting of a portable information terminal, a personal computer, an image reproducing device, a television, a head mounted display and a video camera.

40. (Original) A display device according to claim 2, wherein the display device is used in an electronic equipment selected from the group consisting of a portable information terminal, a personal computer, an image reproducing device, a television, a head mounted display and a video camera.

41. (Original) A display device according to claim 13, wherein the display device is used in an electronic equipment selected from the group consisting of a portable information terminal, a personal computer, an image reproducing device, a television, a head mounted display and a video camera.

42.   (Original) A method of driving a display device according to claim 20, wherein the display device is used in an electronic equipment selected from the group consisting of a portable information terminal, a personal computer, an image reproducing device, a television, a head mounted display and a video camera.

43.   (Original) A method of driving a display device according to claim 21, wherein the display device is used in an electronic equipment selected from the group consisting of a portable information terminal, a personal computer, an image reproducing device, a television, a head mounted display and a video camera.

44.   (Original) A method of driving a display device according to claim 32, wherein the display device is used in an electronic equipment selected from the group consisting of a portable information terminal, a personal computer, an image reproducing device, a television, a head mounted display and a video camera.